

**IN A CHICAGO** neighborhood where pets are plentiful but vets rare, a resident brings his cat to an HSUS event offering free vaccinations and appointments to have pets spayed or neutered at no charge. Showing compassion for the people and pets who need it most, the Pets for Life program vaccinated 596 dogs and cats that day and signed up more than 200 people to get their pets sterilized. Later, staff followed up with every attendee to offer services and reinforce the spay/neuter message.

In Chicago, Philadelphia, Atlanta and Los Angeles, Pets for Life helped owners with limited resources do their part to shrink the homeless pet population, and staff mentored 10 other communities in implementing the program. Nearly 14,000 cats and dogs

were spayed or neutered, and more than 22,000 animals received wellness care, food, supplies and training.

For animals in need of a home, The HSUS's Shelter Pet Project reminds the public that lovable companions wait for them at their local shelter. In 2013, Natalie Morales, anchor of NBC's *Today* show, and her adopted shelter dog, Zara, joined The HSUS, Maddy's Fund and the Ad Council to create a public service announcement in which Zara slyly discloses what she has learned about her new human since coming to live with her. Another series of YouTube videos promoting shelter adoptions launched in 2013. One features David Letterman's bandleader, Paul Shaffer, and his family—four of whom are dogs. "Everybody should have a shelter dog," Shaffer says. "It's good for the soul."



HELPING

PEOPLE AND PETS